

Building Consensus

Strategic Communication Skills for Project Approval

A Guide for Non-Native English Speakers



WEBINAR CHAMBER OF COMMERCE MYANMAR



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ABOUT US

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WHO IS THE WEBINAR FOR?



Non-Native
English-
Speaking
Professionals



Upper-
Intermediate
Level of
English

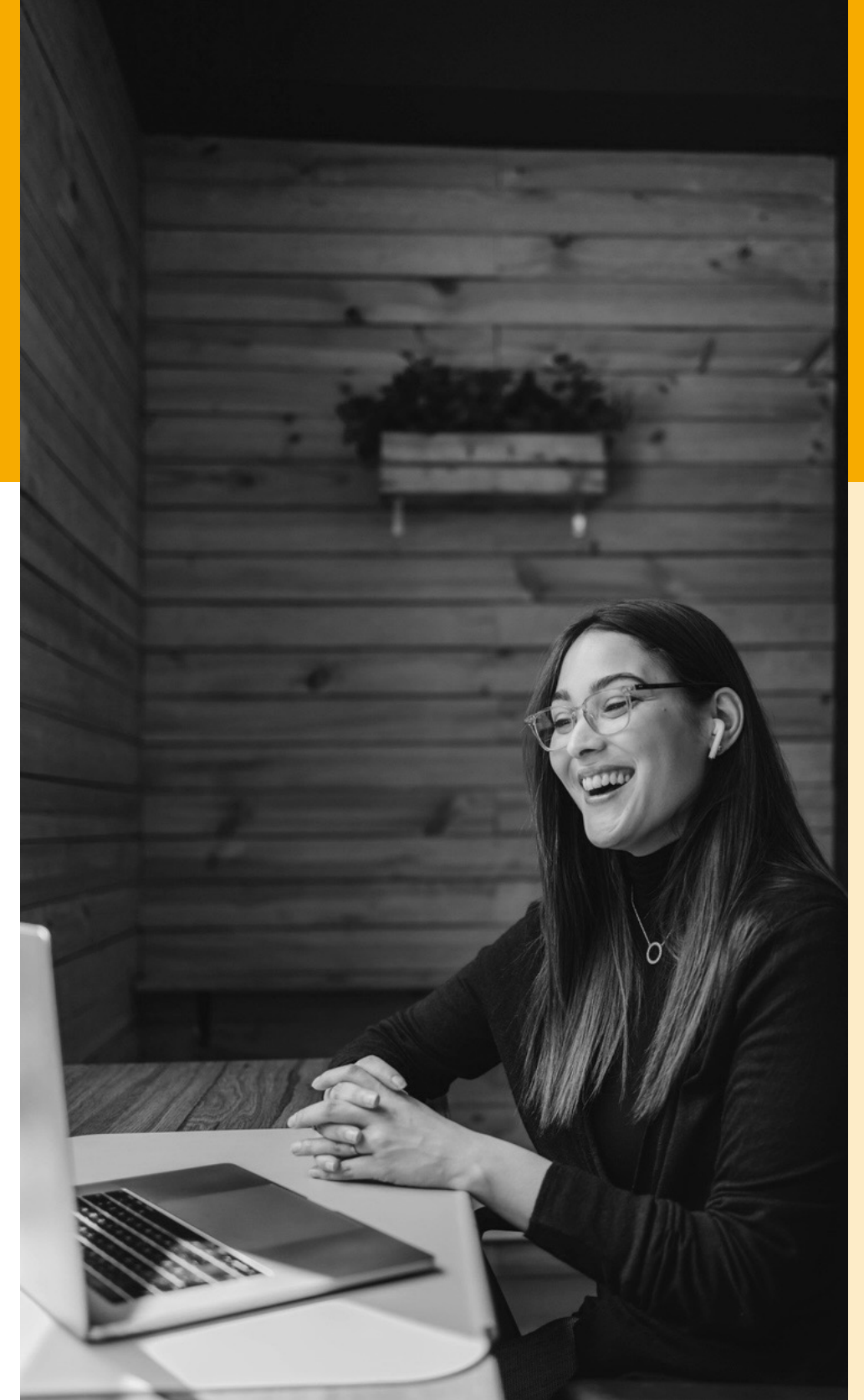
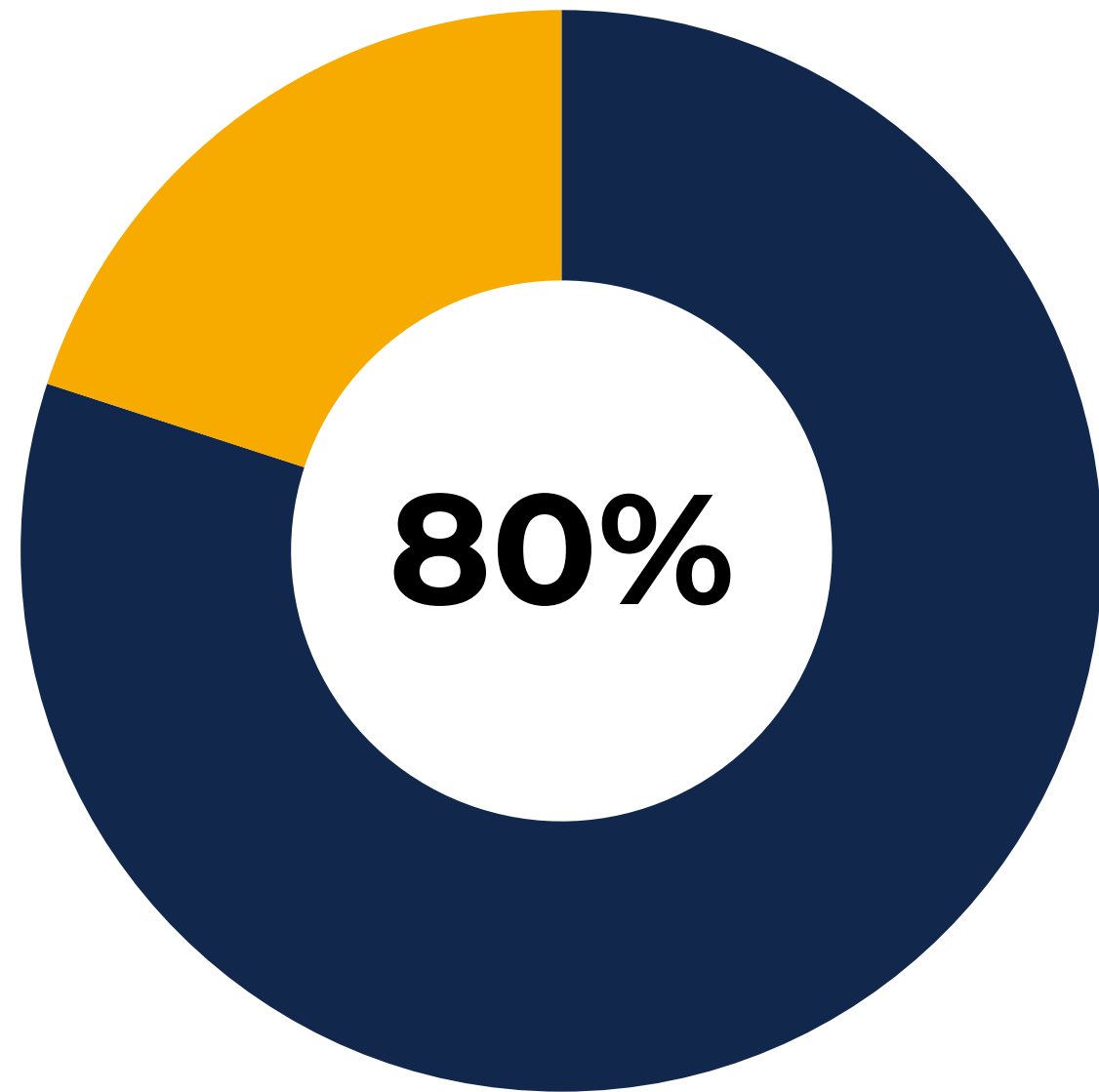


Work in a
Global
Business
Environment




Employees,
Team
Leaders,
Managers

Speaking Speed





Get involved!

- Leave a question or comment in the chat box.
 - Raise your hand.
 - Unmute your microphone to ask a question or make a comment
- 



Get involved now!

Say hello in the Chat box now!



WORKSHOP OUTLINE

01

Pitching at the Right Level: Strategic vs. Operational

02

Present your Proposal: Step-by-Step

03

Communication Skills for Presenting your Proposal

Internal Proposal vs Client Proposal

How to get approval for an internal company decision maker.
You have a plan to solve a problem, overcome a challenge or take advantage of an opportunity and you want to present a proposal to an internal decision maker.

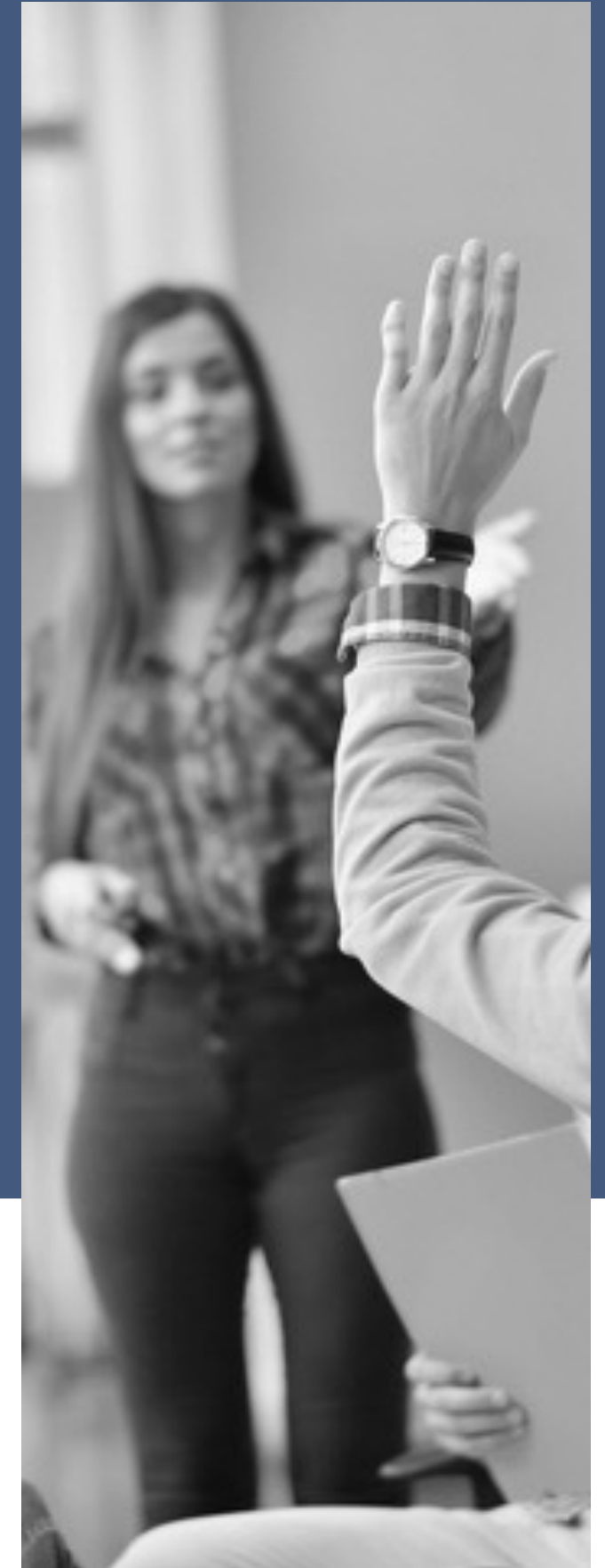


Question

How can you persuade a decision-maker to buy into and support your proposal?



Use the chat box to type your ideas.





PART 1

Pitching your Proposal at the
Right Level: Strategic vs.
Operational

Describe the current situation [Problem/Challenge]

Project Example: You are proposing that the company invest in a new project management tool to streamline the workflow, track project progress and improve team collaboration.

“ One of our strategic objectives over the next few years is to expand into SE Asia, which will require the ability to manage projects with cross-functional teams in different countries.

Our current software lacks the functionality to manage this kind of scale.

That's why we need to take steps to upgrade our project management software now.

By doing this now, we'll be ready to fully support our strategic objectives over the next three to five years. ”

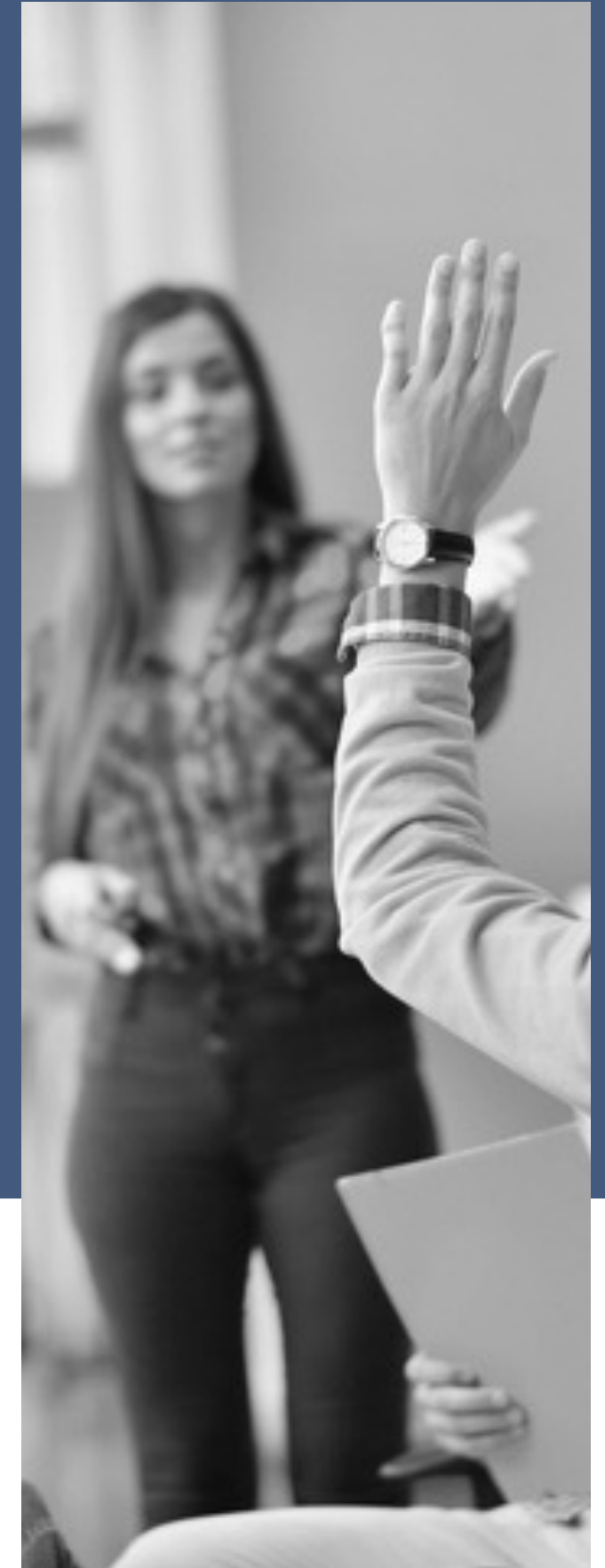
How does this person try to persuade her manager to accept, support and buy-into her project proposal?

Question

How would you pitch your project differently to senior management and middle management?



Use the chat box to type your ideas.



Describe the current situation [Problem/Challenge]

Communicate strategically [senior management]

Project Example: You are proposing that the company invest in a new project management tool to streamline the workflow, track project progress and improve team collaboration.

Align with business objectives

Strategic Objective	One of our strategic objectives over the next few years is to expand into SE Asia, which will require the ability to manage projects with cross-functional teams in different countries.
Challenge	Our current software lacks the functionality to manage this kind of scale.
Solution	That's why we need to take steps to upgrade our project management software now.
Result / Benefit	By doing this now, we'll be ready to fully support our strategic objectives over the next three to five years.

Describe the current situation [Problem/Challenge]

Communicate strategically [senior management]

Align with business objectives

One of our strategic objectives over the next few years is to expand into SE Asia, which will require the ability to manage projects with cross-functional teams in different countries.
Our current software lacks the functionality to manage this kind of scale. That's why we need to take steps to upgrade our project management software now. By doing this now, we'll be ready to fully support our strategic objectives over the next three to five years.

Language:

Strategic Objective

- Our strategic objective is to which will require the ability to
- Our strategic objective is to and this means we'll need to

Challenge

- Our lacks the functionality to
- Our is unable to / doesn't allow us to
- Our makes it difficult for us to

Solution

- That's why we should take steps to, so that we can
- That's why we must take [immediate] action to

Result / Benefit

- By doing this now, we'll
- Taking action now will allow us to

Describe the current situation [Problem/Challenge]

“ At the moment, we are finding it difficult to manage projects and complete them on deadline because our current software is out-of-date.

We need to upgrade our project management software.

By upgrading our project management software, we'll be able to improve productivity, complete projects on deadline and fully utilize our human resources.

”

Describe the current situation [Problem/Challenge]

Communicate operationally [middle management]

Connect to operational challenges

Challenge	At the moment, we are finding it difficult to manage projects and complete them on deadline because our current software is out-of-date.
Solution	We need to upgrade our project management software.
Result / Benefit	By upgrading our project management software, we'll be able to improve productivity, complete projects on deadline and fully utilize our human resources.

Describe the current situation [Problem/Challenge]

Communicate operationally [middle management]

At the moment, we are finding it difficult to manage projects and complete them on deadline because our current software is out-of-date.

We need to upgrade our project management software.

By upgrading our project management software, we'll be able to improve productivity, complete projects on deadline and fully utilize our human resources.

Language:

Operational Challenge **We are finding it difficult to** compete in this market **because** our competitors invest a lot in marketing.

Solution We need to invest in product development

Result / Benefit

- **By** investing in product development, **we'll be able to**
- **If we** invest in product development, **we'll increase**
- Investing in product development **will allow us to**

Describe the current situation [Problem/Challenge]

Communicate operationally [middle management]

Language:

Operational Challenge

At present it's very difficult to retain our top talent because our competitors offer a very attractive compensation package.

Solution

That's why it's critical that we improve our compensation package.

Result / Benefit

- By improving our compensation package for key talent, we'll have the ability to ...
- Improving our compensation package will make it possible for us to

Would anyone like to try?

Operational Challenge	We are finding it difficult to compete in this market because our competitors invest a lot in marketing.
Solution	We need to invest in product development
Result / Benefit	<ul style="list-style-type: none">• By investing in product development, we'll be able to• If we invest in product development, we'll increase• Investing in product development will allow us to





PART 2

Present your Proposal:
Step-by-Step



A successful project proposal must:

- solve a problem, overcome a challenge or take advantage of an opportunity
- have benefits to the company
- have a negative impact if you don't do it



Describe the problem / challenge you are facing

Communicate the Problem / Challenge / Pain Point

- Right now, we are facing challenges from competitors.

It's difficult for us to compete because they are launching new, innovative products.

As a result, we're losing market share and we've seen a sharp drop in our revenue in the last 12 months. Not only that,

- One of the biggest challenges right now is attracting and retaining top talent. The job market is very competitive and we are losing our top talent to competitors.

This will make it difficult for us to expand and achieve our business objectives. It will also impact our productivity and operational efficiency.

In fact, if we can't retain our key talent, our recruitment costs will increase and

Describe the problem / challenge you are facing

Communicate the Problem / Challenge

Problem / Challenge	Right now, we are facing challenges from competitors.
Result	It's difficult for us to compete because they are launching new, innovative products.
Negative Impact	As a result, we're losing market share and we've seen a sharp drop in our revenue in the last 12 months. Not only that,
Problem / Challenge	One of the biggest challenges right now is attracting and retaining top talent. The job market is very competitive and we are losing our top talent to competitors.
Result	This will make it difficult for us to expand and achieve our business objectives. It will also impact our productivity and operational efficiency.
Negative Impact	In fact, if we can't retain our key talent, our recruitment costs will increase and

Describe the problem / challenge you are facing

Identify an Opportunity

Opportunity

I've identified an opportunity to improve our productivity, expand our business and increase our revenue.

Current Situation

At present, we deliver high-quality products to your customers, but I believe there is a significant opportunity to grow our business by providing after-sales maintenance.

Solution

If we provide after-sales maintenance, we can generate more revenue and build a stronger relationship with clients making it possible to sell more products to each client in the future.

• ..

Propose you Solution

Implementation, cost, deadline

Proposal	I propose we upgrade our current software to improve our performance and increase functionality.
Implementation	The vendor will install the software, test it and conduct training in two weeks. Our HR team can coordinate with the vendor to reduce disruption to our team.
Cost	This project will cost US\$10,000, which includes the purchasing the software license, a five-year maintenance agreement, a quality guarantee, a one-week training program and a training manual and SOP document.
Approval & Deadline	If you approve this project, we can plan, implement and complete everything by October 1 st .

Highlight the Benefits of your Project

Strategic benefits

- From a strategic perspective, this project makes sense because it allows us to increase our productivity, improve collaboration across the APAC region and drive revenue growth in line with our 3-year strategic plan.
- Strategically speaking, this project is aligned with our growth strategy. It will increase our productivity, improve regional communication and ensure that we meet our annual revenue targets.
- From a strategic point of view, this project is important because it means we can improve our regional collaboration, fully utilize our resources and increase or profitability, allowing us to expand in the APAC region.

Highlight the Benefits of your Project

Operational benefits

- From an operational point of view, this project will increase our productivity and ensure that we complete our projects on deadline.
This means we can
- In terms of operations, moving forward with this project will allow us to fully utilize our human resources and drive revenue growth.
It will also enable us to
- From a purely operational perspective, this project will reduce our project management costs and increase regional productivity.
This will allow us to

Communication Strategy

“ I believe this project makes sense and I’m concerned that if we don’t take action, we might miss this opportunity to increase our productivity and improve regional collaboration. That’s why I’m convinced we should invest in this new project management software. ”

How does this person try to persuade her manager to accept, support and buy-into her project proposal?

Loss aversion

The fear of loss is stronger than the desire for gain.



Describe the Negative Consequences of Inaction

Fear of loss vs. Possibility of gain

- I think it would be a mistake not to move forward with this project because we might lose the opportunity to improve our productivity and reduce our operational costs. In the short-term this will impact our profitability and in the long-term, it will lead to higher staff turnover, so I think it's important to move ahead with this project.
- I believe this project makes sense and I'm concerned that if we don't take action, we might miss this opportunity to increase our productivity and improve regional collaboration. That's why I'm convinced we should invest in this new project management software.
- I'm concerned that if we don't move forward with this project, we might lose customers to our competitors. That's why it's vital that we invest in new project management software. This will allow us to improve our productivity, complete projects faster and improve customer satisfaction.



Review

Current Situation: Strategic	Our strategic objective is to which will require the ability to Our is unable to / doesn't allow us to That's why we must take [immediate] action toTaking action will allow us to
Current Situation: Operational	We are finding it difficult to because We need to By, we'll be able to
Problems-Challenges	Right now, we are facing challenges from competitors. It's difficult for us to compete because they are launching new, innovative products. As a result, we're losing market share and we've seen a sharp drop in our revenue in the last 12 months. Not only that,
Identify an Opportunity	I've identified an opportunity to improve our productivity, expand our business and increase our revenue. At present, we deliver high-quality products to your customers, but I believe there is a significant opportunity to grow our business by providing after-sales maintenance.
Propose your Solution	I propose we [do something / why?] How will you do it? Who will do it? When will it be completed? How much will it cost? What does the cost include? If you approve this project, we can [what's the timeframe / deadline?]
Benefits - Strategic	From a strategic perspective, this project makes sense because it allows us to and
Benefits-Operational	From an operational point of view, this project will and ensure that we This means we can
Negative Consequences	I think it would be a mistake not to move forward with this project because we might lose In the short-term this will and in the long-term, it lead to So I think it's important to move ahead with this project.



PART 3

Communication Skills for Presenting your Proposal



Validate & Handle Concerns

The key is to validate the concerns of the decision-maker[s].

Don't ignore their concerns and don't become defensive when someone raises a concern.

Show them that:

- you understand their concern
- you've already thought of this concern
- you have a solution.



Validate & Handle Concerns

disrupt current projects

“

I know that many of you may be concerned about disrupting our current projects.

That's why it's vital that we discuss our plan with the project managers and adjust work schedules to minimize the disruption.

And even though there may be a slight disruption, this new software will increase our productivity and make it possible for us to complete all projects on deadline, so it's well worth it.

”

Validate & Handle Concerns

steep learning curve

“

I know you may be thinking that there is a steep learning curve for the team, which is why we'll make sure that the training is good and that everyone has a detailed training manual. We'll work closely with the vendor to ensure the team have online support 24/7.

And while there may be a learning curve at first, the new software offers a more user-friendly interface compared to our current system. Its increased functionality will enable us to improve our internal work processes and increase productivity.

”

Validate & Handle Concerns

cost

“

I understand that cost is an important consideration, so we need to carefully evaluate the costs to make sure it's worth it. We'll work with the finance department to calculate the costs and benefits to make sure it makes financial sense.

Although there is an upfront cost, it's important to consider the long-term benefits. The software features include automated reporting and improved project tracking, which will increase productivity and reduce costs in the long-term.

”



Validate & Handle Concerns: Language

- I know many of you might worry about disruption. That's why
Even though [something negative] It will [positive impact] and allow us to, so it's worth it.
- I know that many of you may / might be concerned about, which is why
And although [negative], it's important to remember [positive], which means it's well worth the investment.
- I know you may be thinking that there is a steep learning curve, which is why
And while [negative], the new software offers [positive], which will allow us to
- I understand that some of you may have concerns about I understand those concerns, which is why
And although [negative]. It's important to consider the benefits. It will allow us to which means
- I understand that many of you might be concerned about That's why we're going to make sure
And don't forget that the new software will [positive], which means we'll be able to
- I can see why some of you might be concerned about Therefore, we're going to make sure
- I understand that is a consideration, so we must



Summary

Current Situation: Strategic	Our strategic objective is to which will require the ability to Our is unable to / doesn't allow us to That's why we must take [immediate] action to Taking action will allow us to
Current Situation: Operational	We are finding it difficult to because We need to By, we'll be able to
Problems-Challenges	Right now, we are facing challenges from competitors. It's difficult for us to compete because they are launching new, innovative products. As a result, we're losing market share and we've seen a sharp drop in our revenue in the last 12 months.
Identify an Opportunity	I've identified an opportunity to improve our productivity, expand our business and increase our revenue. At present, we deliver high-quality products to your customers, but I believe there is a significant opportunity to grow our business by providing after-sales maintenance.
Propose your Solution	I propose we [do something / why?] How will you do it? Who will do it? When will it be completed? How much will it cost? What does the cost include? If you approve this project, we can [what's the timeframe / deadline?]
Benefits - Strategic	From a strategic perspective, this project makes sense because it allows us to and
Benefits-Operational	From an operational point of view, this project will and ensure that we This means we can
Negative Consequences	I think it would be a mistake not to move forward with this project because we might lose In the short-term this will and in the long-term, it lead to So I think it's important to move ahead with this project.
Validate & Handle	<ul style="list-style-type: none"> I know many of you might worry about disruption. That's why Even though [something negative] It will [positive impact] and allow us to so it's worth it. I understand that you may have concerns about I understand those concerns, which is why And although [something negative], it's important to consider the benefits. It will allow us to which means



Key Takeaways

What are some of your key takeaways so far?



Something valuable that you can use immediately in your work.



Something that you didn't realize was really important.



Anything else that you'd like to share with others.

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Webinar Series



- 1 Use a Leadership Communication Style [January]
- 2 Use an Assertive Communication Style in Business [February]
- 3 Meet & Greet in Social Business Situations [March]
- 4 Give a Professional 5-Minute Status Update [April]
- 5 How to Lead a Virtual Meeting in Business [May]
- 6 Present Persuasive Project Proposals [June]



Q&A

Thank You



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